

## Message Text

UNCLASSIFIED

PAGE 01 MANAMA 01388 281539Z  
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W  
-----112683 281701Z /43

R 281345Z JUN 77

FM AMEMBASSY MANAMA BAHRAIN  
TO AMCONGEN DHAHRAN SAUDI ARABIA  
INFO SECSTATE WASH DC 4857  
USDOC WASH DC  
AMEMBASSY ABU DHABI UAE  
AMEMBASSY ATHENS GREECE  
AMEMBASSY DOHA QATAR  
AMEMBASSY JIDDA SAUDI ARABIA  
AMEMBASSY KUWAIT KUWAIT  
AMEMBASSY MUSCAT OMAN  
USLO RIYADH SAUDI ARABIA  
AMEMBASSY TEHRAN IRAN

UNCLAS MANAMA 1388

ABU DHABI PLEASE PASS DUBAI

TEHRAN FOR RTDC HAUSERMAN

E.O. 11652: N/A

TAGS : BEXP, BTRA, SA

SUBJECT : TRAVEL OF HOUSERMAN REPRESENTATIVE AND POSSIBILITY  
OF HAUSERMAN-SPONSORED FURNITURE EXHIBITION IN  
DHAHRAN

REF : DHAHRAN 738

1. THERE IS A RAPIDLY GROWING MARKET IN BAHRAIN FOR  
FURNITURE IN WHICH THE US PARTICIPATES ONLY marginally.  
WE THINK FIRST-CLASS FURNITURE EXHIBITION IN DHAHRAN  
WOULD DRAW SOME (POSSIBLY 5-10) MERCHANTS AND MANAGERS  
OF RETAIL STORES FROM BAHRAIN. WE WOULD RECOMMEND  
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APRIL OVER JANUARY AS TIME FOR EXHIBITION, BUT EITHER  
MONTH ACCEPTABLE.

2. TRADE STATISTICS: FOLLOWING ARE STATISTICS FOR IMPORTS  
OF FURNITURE (BOTH OFFICE AND HOUSEHOLD) IN BAHRAIN FOR  
PAST FEW YEARS, FIGURE IN BRACKETS IS US SHARE OF TOTAL:  
(A) FIRST THREE MONTHS OF 1977: \$5.7 MILLION (\$100,000);

(B) 1976: \$16.8 MILLION (\$800,000); (C) 1975: \$9.2 MILLION (\$200,000); (D) 1974: 4.1 MILLION (\$100,000). AS CAN BE SEEN THE US SHARE OF THE MARKET IS VERY SMALL (GENERALLY SPEAKING IN MOST CATEGORIES OF IMPORTS TO BAHRAIN US SHARE IS 15-20 PERCENT).

3. IN ORDER TO PROMOTE EXHIBITION AS WELL AS MORE DETAILED MARKET KNOWLEDGE, WE WOULD RECOMMEND THAT HAUSERMAN REP., AFTER HE IS SETTLED IN, VISIT BAHRAIN FOR FEW DAYS IN THE FALL AND MEET WITH INTERESTED BUSINESSMEN--APPOINTMENTS WHICH WE WOULD BE HAPPY TO FACILITATE. AFTER THAT, IF THE EXHIBITION IS TO BE HEWD, WE WOULD RECOMMEND PERSONAL LETTERS OF INVITATION FROM HAUSERMAN REP TO APPROPRIATE MERCHANTS.  
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## Message Attributes

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**Review Markings:**  
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